

*Enterprise Dashboard User's Guide*

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# Enterprise Dashboard Overview

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Acoustic Digital Analytics Enterprise Dashboard provides a multisite interface to create a view of real-time and historical information across your enterprise.

Enterprise Dashboard provides you with the following capabilities:

- Broaden your analysis with the ability to include any number of client IDs in site performance comparisons.
- Select all necessary metrics to gain the insight you need.
- Simplify your analysis with comparison capability and sorting options.
- Expand and collapse views to display the value of different marketing channels.
- Control access to performance data.
- Allow teams and individuals to see only relevant data.
- Access data offline with download abilities.
- Export data into other Acoustic Digital Analytics applications.

## Creating and Viewing Dashboards

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You can use Acoustic Digital Analytics Enterprise Dashboard to view a dashboard, create a new dashboard, or view an existing dashboard within specified time frames.

### Viewing an existing dashboard

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You can use the **Views and the Modules** to view an existing dashboard and module.

#### Procedure

1. Point to the handle of **Views and Modules**. The display opens showing the **Views and the Modules**.
2. Select the view that you want to display. Modules that are currently displayed on the dashboard are cleared and selected modules are displayed.
3. Select the sites that you want to see.
4. Select the calendar period.

### Creating a dashboard

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By creating a new dashboard, you can view the module metrics from the sites you select.

#### Procedure

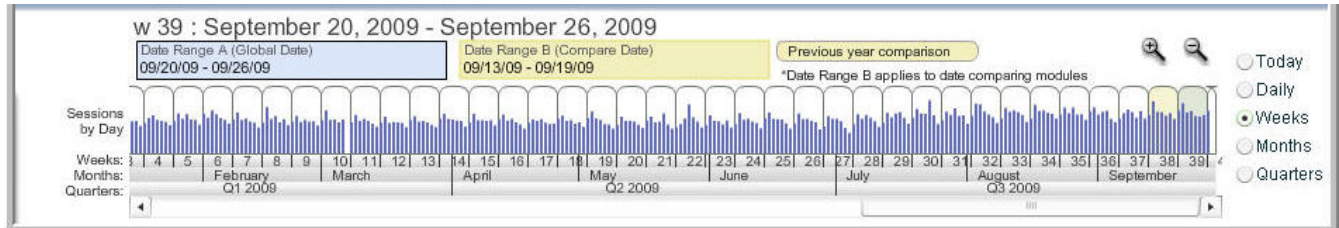
1. Clear existing modules by clicking **Clear**.
2. Point to the handle of **Views and Modules**. The display opens showing the **Views and the Modules**.
3. Drag the module icons onto the dashboard.
4. Select the sites that you want to see.
5. Select the module metrics.
6. Click **Save**.

## Adjusting date ranges

You can control the time periods for the data that Acoustic Digital Analytics Enterprise Dashboard displays to compare data from two different days, weeks, months, or quarters.

### Procedure

1. To select the period of data you want to display, use the options on the right. To show the data that accumulated since midnight, select **Today**.



By default, the last period for which data is fully available displays.

2. Use the two date range boxes to select which date range you are applying. Date Range A is the default selection that is used by all modules.
  - a) Click **Date Range A (Global Date)**. Then, click the date period that you want to display.  
You can also zoom in or out to select a specific date range; click the plus or minus magnifying glass icons. You can scroll to the start and end of the period that is covered with the scroll bar at the bottom of the calendar.
  - b) To compare two date periods, use **Date Range B (Compare Date)**. Click **Date Range B (Compare Date)** to select it. Then, click above the date period you want to display.
  - c) To automatically set **Date Range B (Compare Date)** to the same time period for the year prior to **Date Range A (Global Date)**, click **Previous year comparison**.

## Data Access

Acoustic Digital Analytics Enterprise Dashboard provides several options for accessing and distributing data outside of the application's user interface and offers multiple options for accessing data.

### Downloading by Module

When you download a module, you can view and modify data in the module while offline.

#### Procedure

Click the download icon to have the data in the offline module saved as a CSV file.

### Downloading by Dashboard

When you download a dashboard, you can view and modify data for all modules that are in the current dashboard view.

#### Procedure

Clicking **Download by Dashboard**, downloads the data for all modules that are configured within the currently loaded dashboard view. The data is saved as a single tab Excel file.

## Downloading all Modules

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By downloading all modules, you can view and modify the data that is in every module within all configured dashboard views.

### Procedure

You can download data for up to nine dashboard views in a single download file (three standard views + five personal views + one unsaved dashboard). The data is saved as a single Excel file that includes multiple tabs that correspond to a different dashboard. Data for each module within a dashboard is grouped vertically within that tab for easy reference.

## API Data Access

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You can access all of the data that is available in Enterprise Dashboard without loading the application by using the API.

You use Enterprise Dashboard API to access data for every metric for every module in the application. The API is different from **Download All**, which requires the metric and module to be in an active dashboard view for you to access the data.

## Controlling Data Access

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In the Enterprise Dashboard **Manage Site Groups** feature, you can control access to data in the Enterprise Dashboard at the User Group level within Acoustic Digital Analytics.

### About this task

This level of permission applies to the level of granted access of an individual user account in the Enterprise Dashboard application. Use the **Manage Site Groups** feature to specify which accounts have access to the various subsite accounts.

## Creating a Site Group

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By creating a new site group, you assign accounts to user groups

### Procedure

1. Select **Create New Site Group** and enter a name for the new Site Group in **New Site Group Name**.
2. Specify which sites you want the group to view in Enterprise Dashboard by selecting the appropriate sites in **Available Sites**.
3. Select which accounts to bind to the site access configuration specified by applying the configuration to one or more existing User Groups.
4. After you select the sites and user groups, click **Create** to create your new Site Group configuration.

## Changing an Existing Group

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You can add or remove sites from a User Group in Enterprise Dashboard.

### Procedure

1. Select an existing group in **Site Group Name**.

2. Add or remove sites that you want to group in Enterprise Dashboard by selecting the appropriate sites in **Available Sites**.
3. Select accounts that you want to bind to the site access configuration specified by applying the configuration to one or more existing User Groups.
4. After you select the sites and user groups, click **Create** to update Site Group configuration.

## Deleting an Existing Group

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You can delete a group from Enterprise Dashboard by selecting the appropriate sites.

### Procedure

Select an existing group in **Site Group Name**, then click **Delete**.

## Custom Views

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Creating custom views, you can analyze your site by using the metrics from the modules you select.

The top of the pane shows a list of preset views and personal views. The five **personal views** are blank by default. Click the title of a view to replace the current contents of the dashboard with that view.

The remainder of the pane contains module icons. Modules are independent, customizable data units that you can use to display data sets. You can drag a module icon onto the view to generate the module with default metrics.

## Saving personal views

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When you create a custom view, you can save up to five personal views. The first views that are shown are preset views. Preset views cannot be edited. The second group of views is for your personal use.

### Procedure

1. Open **Views and Modules**.
2. Click **Save**.
3. Select the name of the existing personal view to be changed from the **Current names** list.
4. Enter the new name in the **Save as (rename)** box.
5. Click **Save**.

### Results

The new view is listed.

## Saving custom views

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**You can save a custom view** after you customized it. From the **Views and Modules** tab, you can define and access **custom views**.

### Procedure

1. In the upper right of the screen, click **Save**.
2. In the **Current names** list, select the name of the existing personal view on which to base this view.
3. Enter the new name in the **Save as (rename)** field. If you do not enter a different name, the current view is replaced.

4. Click **Save**.

### **Results**

The new view is listed under **Personal Views**, or the existing view is replaced.

## Selecting Sites in Dashboard

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You can select which of your sites are displayed in the dashboard graphs and the order in which the sites are displayed in tables.

### **About this task**

To select the sites to be displayed:

### **Procedure**

1. Open **Views and Modules**.
2. **Select Sites**. Check the boxes next to each site you want displayed within all Enterprise Dashboard modules. To change the order of appearance, drag the sites to **Site Selection**.
3. Click **Apply**.

### **Results**

Any modules that are displayed on the dashboard are immediately updated to reflect the changes.

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